

iMesa

imagine, invest, improve

Community Outreach Task Force Meeting

Monday, October 28, 2013, 11:00 AM

20 E. Main, 7th Floor Conference Room, Mesa

Attendance: Kate Ali'Varius
Kay Henry
Stephen Sparks
Melissa Randazzo (staff liaison)

DRAFT

Minutes:

- Stephen called the meeting to order at 11:05 AM
- No citizens were present.
- Minutes of the 10/9/13 iMesa Community Outreach Task Force Meeting were approved.
- Action from the 10/24 iMesa Steering Committee. Develop an iMesa public/private presentation structure working with the Marketing Task Force and present the final draft to the 11/21/13 iMesa Steering Committee for review and approval.
- Community Outreach Task Force's proposed major structure of future iMesa public/private presentations:
 1. Introduction – The history/purpose of iMesa.
 2. Listing of completed ideas/projects.
 3. Listing of ideas/projects underway.
 4. Reasons why new ideas need to be submitted.
 5. Original plus additional pathways available for idea submittals.
 6. Encourage Mesa citizens to develop/submit transformational ideas.
- iMesa Steering Committee connection with City Council. Identify which iMesa member(s) will be partnered with which councilmember. This item needs to be on the 11/21/13 Steering Committee agenda for action. It was suggested Mark attend each councilmember partnership kick-off meeting. The initial presentation will legitimize us as a committee – here we are and this is where we are going. Why the partnership – because iMesa has the objectives and tools to support their endeavors. After the presentation, we need to have the following conversation with each councilmember.
 1. Review beforehand and communicate to him what iMesa ideas have been submitted in his village and what ideas have been incorporated.
 2. Ask - What are your ideas?
 3. Request his suggestions on who to contact and where to have future community outreach meetings.
 4. Anticipate his questions.After the initial meeting, on-going communications with each councilmember should occur at least on a monthly basis to strengthen the iMesa/City Council relationship.

- The current iMesa Backlog needs to be reviewed and dealt with. This process needs to be defined by the Ideas for Action Task Force.
- Submittal of New Ideas in the Future.
 1. Metrics need to be established to weigh each idea against (e.g. land, cost qualifiers, arts, city staff, large areas, visibility, etc.).
 2. Then each Steering Committee member will review new ideas submitted on a monthly basis and bring his/her decision to the monthly Steering Committee meeting to discuss – whether to go forward or dismiss. Staff will communicate back to the idea submitter where the idea is going. The ideas going forward could be submitted to the appropriate Board, Committee, Organization, etc. in writing. This entire process needs to be formulated by the Ideas to Action Task Force.
- The Community Outreach Task Force would like the iMesa Steering Committee made aware of what City Projects are occurring to enable better communications city wide. This information could be communicated by the City through quarterly reports, presentations or incorporated into the city's web site.
- Mesa's 10 Year General Plan also uses the "village concept" and has been accepting citizen ideas through their "My Mesa" process. The Community Outreach Task Force suggests that at the completion of the plan's update, a summary of the General Plan ideas be submitted to the iMesa Steering Committee for review and discussion.
- Idea in Process - Community Outreach to Community Colleges. Approach the colleges with the idea of incorporating a class assignment (perhaps a Political Science class) to develop an iMesa idea for submittal to the iMesa Steering Committee. Make it a competition between the schools. It could be a similar process that the Mayor's Youth Committee did last year. Winning school would receive a More to come.
- Minute adjourned at 12:15 PM